NOVEMBER/DECEMBER 2024

23PSEN36 — ENGLISH FOR CAREERS (SEC II)

Time : Three hours Maximum : 75 marks

Shanmuga Industries Arts & Science College
T.V.Malai

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Explain the process of communication.
2. What is the scope of communication?
3. List the types of technical writing.
4. What are the key elements of a report?
5. Define verbal modes of communication.
6. What are the features of a lecture?
7. Signify group discussion.
8. Bring out the key components of effective listening.
9. Define telephone etiquette.
10. What is the role of etiquette in professional communication?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain various types of communication with examples.

Or

(b) Discuss any two theories of communication in detail.

12. (a) How would you prepare an agenda for a business meeting?

Or

(b) Describe the different types of reports.

13. (a) Explain how data can be presented effectively in verbal modes.

Or

(b) Discuss the impact of non-verbal communication during presentations.

14. (a) How can interviews be used as a communication tool?

Or

(b) Discuss the skills required for an effective group discussion.

15. (a) Explain the key principles of telephone etiquette in business communication.

Or

(b) Discuss the career prospects in communication and related fields.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Analyze the role of communication in business and professional settings.

17. Design a template for a business report and explain its key components.

18. Create a plan for delivering a persuasive talk on a controversial topic.

19. Evaluate the benefits and drawbacks of grapevine communication.

20. Analyze the role of telephone etiquette in building client relationships.

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